

Abstract

This thesis focuses on the issue of authorship of the online photograph. For purpose of dealing with this matter the thesis defines term photograph from the media and legal point of view and deals with the ethical and the legal aspect of use of photograph. The thesis pursues the principle of authorship and stipulates all the conditions which shall be fulfilled in order to determine the origin of authorship. Other part of this thesis is focused on the possible means of use of online photograph with and without the consent of its author according to the applicable laws of the Czech Republic. In this part, all suitable means of use of photograph are described – use for the personal need, free use and news licence. The licence agreement and related matter of online photograph provided by the photo bank are analysed as the use of online photograph with the consent of the author. In conclusion of the practical part, the thesis briefly pursues court decisions in connection with the use of online photograph available so far. Final part of this thesis deals with the issue of use of online photograph in practice. For these purposes the content analysis of mentions of authorship of online photograph used by the Internet sites Ihned.cz and Moda.cz was performed and was supplied by the statements of the representatives of researched Internet sites. Further, the approach of social sites Facebook and Instagram to online photograph and its authorship was examined to complete the theme of this thesis.